

**CITY OF LODI  
INFORMAL INFORMATIONAL MEETING  
"SHIRTSLEEVE" SESSION  
CARNEGIE FORUM, 305 WEST PINE STREET  
TUESDAY, MAY 11, 2004**

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, May 11, 2004, commencing at 7:51 a.m.

**A. ROLL CALL**

Present: Council Members – Beckman, Hitchcock, Howard, and Mayor Hansen

Absent: Council Members – Land

Also Present: City Manager Flynn, Interim City Attorney Schwabauer, and Deputy City Clerk Perrin

**B. CITY COUNCIL CALENDAR UPDATE**

Deputy City Clerk Perrin reviewed the weekly calendar (filed).

**C. TOPIC(S)**

C-1 "Presentation of a Negative Migration Project for the City of Lodi by William Jessup University student, Ted Van Alen"

Management Analyst II, Janet Hamilton, informed Council that in October Ted Van Alen, from William Jessup University, asked the City for assistance in completing his senior project. Mr. Van Alen's project was timely, especially now when the City is looking at priorities and growth in the general plan.

Ted Van Alen stated that his Bachelors of Science is in management and ethics, with a dual major in theology. Part of the degree includes a senior research project into a business or organization. He decided on this topic after receiving a survey on the City of Lodi, in which certain details in migration were delineated. In October, Percept Inc. performed a ministry area profile survey for the New Hope Community Church in Lodi that showed in Census 2000 to 2003 data the 20 to 35 age group experienced a 4% negative migration.

In exploring why this is occurring, he performed four different methods of research: a person-to-person survey of the 20 to 35 age group and research into the real estate, employment, and housing sectors. The survey included 12 questions, and he received approximately 100 responses from people within this age group. The first result was that 74% of those surveyed said they were satisfied with the City of Lodi, yet of the same 100, 64% said they were dissatisfied with what it had to offer. Some of the questions went into specific feelings behind that, and 59% said they would be willing to leave Lodi depending on the factors of their dissatisfaction, one of which was housing costs. Using the median of a three-bedroom, two-bath house within a five-mile radius and comparing the prices of used and new homes, the housing costs were roughly \$20,000 to \$100,000 more for the same housing builder, tract, and model of other areas. Lodi's Housing Element shows the average median income of that age group at over 60% of their income ratio, which is very difficult to bear considering the lifestyle this age group enjoys.

Mr. Van Alen also looked into employment by going onto monster.com, a Web site that lists employment opportunities for different areas. In comparing the Stockton and Lodi areas, Lodi listed only 6 professional employment opportunities; whereas, Stockton listed 107. The 20 to 35 age group in Lodi is 30% of the population, which breaks down to roughly 19,500; six professional employment opportunities would equate to 1,500 to 2,000 candidates per job opportunity.

City Manager Flynn relayed a comment that Mr. Van Alen made during his meeting with him last week, in which he said that Lodi is over churchd. This is not positive for a community, as the number of people who attend church becomes spread out over a large number of churches; thereby, making it more difficult for a congregation to be successful.

Mr. Van Alen stated that the Percept Inc. survey showed involvement of personal faith is on the decline. Lodi has an extremely high per capita to church ratio, higher than most cities. The more options one has, psychologically the less likely one is to make a choice.

Between 1990 and 2003, the actual growth rate for Lodi was .8%, which is well below the growth restriction rate of 2%. Lodi's Housing Element shows that San Joaquin County lists necessary growth as equal to revenue and needs to be higher than 2% a year.

In response to Mayor Hansen, Mr. Van Alen explained that overall those surveyed perceive the City as livable, loveable Lodi, but when asked specifically what they like, they listed dislikes. The 20 to 35 age group is concerned more with quality than quantity, and they become dissatisfied if they do not have extra-curricular activities in which to partake. They listed many different areas of dissatisfaction, some of which included employment, educational, and recreational opportunities. With regard to employment, most who have worked toward their degree must seek employment outside of the City. As such, migration can be seen to progress toward universities in surrounding areas, specifically Stanislaus and Sacramento. Lodi does not offer higher education opportunities other than vocational classes offered by Delta Community College at Tokay and Lodi High Schools.

Mr. Van Alen presented the following options:

- Option 1—lift the self-instituted growth restriction rate of 2%. He did not recommend open, unrestricted growth, but rather controlled growth, and gave the city of Pleasanton as an example. It controls growth to the city limits in a circular pattern, and the city has remained relatively appealing.

Mayor Hansen pointed out that a recent report from the San Joaquin Partnership showed that housing costs for the city of Pleasanton were the highest—higher than San Francisco, San Jose, and Oakland. The median cost of housing in Pleasanton was appalling with this controlled growth.

Mr. Van Alen replied that his view of controlled growth is not cost of housing, but rather mapping. If the growth restriction rate were lifted, a city can still limit the amount of housing and building permits in a controlled area, which does not necessarily have to be bound to 2%. The restriction also involves the annexation of property for building and sets forth a limit of annexation of agricultural property.

- Option 2—consider building a business park to bring in jobs for young professionals. There are many property opportunities off of Interstate 5 and Highway 12, and although it is county property, the City does have a relatively small amount of parcels in that area that would be prime property to build a business park.
- Option 3—develop a social event for local wineries and young professionals to gather and connect. He used the city of Cincinnati, Ohio, as an example, which saw a 6% reduction of the 20 to 35 age group. The city set up a social gathering for local business owners and young professionals, providing wine tasting and hors d'oeuvres, which allowed the business owners to socialize with their future employees or business leaders.

The first step is to focus on regaining the lost migration. Without growth, revenue in that area will decline. This age group will lead to the predominate voting populous. Presently, the 20 to 35 age group is not a strong voting group, but as they continue to age, they will increase their involvement in voting and maintain their views and opinions of the City. If the negative migration continues, their voice will shrink and the revenue they bring to the City will decrease as well.

Begin small with a social event since it does not require a large expense, yet it does allow the City to consider this age group and what they can do for the City. It also provides the prime industry of wineries and winegrape production an opportunity to advertise to that age group to improve their product sales and revenue.

Mayor Pro Tempore Beckman stated that Lodi already has wine-related activities, such as Vines to Wine and the Wine Street Stroll, and he was not clear on what the difference was between the events being done and what Mr. Van Alen was recommending.

Mr. Van Alen replied that the wine social events being done already are primarily for wine tasting; the social event he is recommending is for business leaders to be catered toward that specific age group. Many of the wine events offered now are not free, and for this age group, money is an issue. Reducing the cost would be a step in the right direction.

City Manager Flynn added that Mr. Van Alen is recommending that Lodi target events toward the 20 to 35 year olds to let them know they are important to this community.

Mayor Pro Tempore Beckman agreed that the cost of living is outrageous; however, he disagreed that the growth cap of 2% has been a prohibitive factor, considering Lodi has only been growing at .8%, which is not remotely close to the cap.

Mr. Van Alen replied that the cap includes annexing property for building, and if that cap remains, then so does the lack of land on which to build or expand. The growth restriction rate is more of a mental block than a physical block.

Mayor Hansen added that no one wants to build the high-density apartments or town houses, which impacts how many permits are issued. Mayor Hansen suggested another factor for negative migration is that many want something bigger than Lodi, whether it has all of those elements or not, especially those who grew up in Lodi.

Mr. Van Alen stated that of those surveyed 50% grew up in Lodi. He was not concerned with retaining what is here, but more with stimulating growth from the outside. If the City advertises itself as one that wants to grow and involve more of the 20 to 35 age group, it will stand out.

Council Member Hitchcock stated that the City's growth management ordinance requires contiguous land development to prevent the sprawl factor, which drives up the price. She believed that people in Lodi prefer the small-town feel, to which Mr. Van Alen responded that the overall feeling of this age group is that small towns can be constrictive.

In response to Mayor Hansen, Mr. Van Alen replied that the City's survey results were confusing to him because it ranked the highest to lowest and did not show how people viewed projects. It would have been easier to ask if they wanted a project or not and then list the totals. Less than 4% of those who responded were within the 20 to 35 age group.

Mayor Hansen stated that was his point—they were given an opportunity to have input and chose not to. In answer to Mayor Hansen, Mr. Van Alen stated that he did not know about the survey until after it was performed.

Mayor Hansen agreed that Lodi has programs to address the youth and elderly, but very little for this particular age group. He asked Mr. Van Alen to provide staff with his professor's name and address so that he may write a letter of commendation on behalf of the City.

In reply to Mayor Pro Tempore Beckman, Mr. Van Alen stated he would return to Council in the future should it entertain the idea of amending the growth restriction rate.

**D. COMMENTS BY THE PUBLIC ON NON-AGENDA ITEMS**

None.

**E. ADJOURNMENT**

No action was taken by the City Council. The meeting was adjourned at 8:31 a.m.

ATTEST:  
Jennifer M. Perrin  
Deputy City Clerk